

RECEIVED  
CENTRAL FAX CENTER  
MAY 16 2007

IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

**PATENT APPLICATION**

Applicant: **Hendricks et al.**

Case: **SEDN/5205**

Serial No.: **09/973,083**

Filed: **October 10, 2001**

Examiner: **Shepard, Justin E.**

Group Art Unit: **2623**

Confirmation No: **5151**

Title: **INTERNALLY TARGETED ADVERTISEMENTS USING TELEVISION  
DELIVERY SYSTEMS**

**RESPONSE UNDER 37 C.F.R. §1.116**

MAIL STOP AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

CERTIFICATE OF MAILING OR TRANSMISSION  
I hereby certify that this correspondence is being deposited  
with the United States Postal Service with sufficient postage  
for first class mail in an envelope addressed to: Commissioner  
for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, or  
being facsimile transmitted to the USPTO, on the date  
indicated below.

5/16/2007 *Laura Q Crater*  
Date LAURA Q CRATER

SIR:

In response to the final Office Action mailed March 22, 2007, please enter this response and consider the claims pending in the application for the reasons discussed below.

In the event that an extension of time is required for this response to be considered timely, and a petition therefor does not otherwise accompany this response, any necessary extension of time is hereby petitioned for.

The Commissioner is authorized to charge any fee due, including extension of time and excess claim fees, to counsel's Deposit Account 20-0782/SEDN/5205.